

Message Text

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ACTION COME-00

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R 030630Z JAN 75

FM AMEMBASSY CANBERRA

TO SECSTATE WASHDC 4758

INFO AMCONSUL BRISBANE BY POUCH

AMCONSUL MELBOURNE BY POUCH

AMCONSUL PERTH BY POUCH

AMCONSUL SYDNEY BY POUCH

UNCLAS CANBERRA 0064

SYDNEY ALSO PASS TRADE CENTER

EO 11652: NA

TAGS: BEXP, AS

SUBJ: FY 1976 CCP - AUSTRALIA - SUMMARY BY CAMPAIGN

REF: A. STATE 276061

B. CANBERRA 0053

1. REFTEL (B) CONTAINED OVERALL SUMMARY PROPOSED
FY 76 CCP. THIS MESSAGE CONTAINS SUMMARY OF INDIVIDUAL
PROPOSED CAMPAIGNS.

2. PRINTING AND GRAPHIC ARTS EQUIPMENT CAMPAIGN -
DIRECTOR SOUSANE, USTC. OBJECTIVE - INCREASE OF \$5 MILLION
IN ANNUAL EXPORTS, AND IN US SHARE OF MARKET FROM
28 TO 35 PCT. BY CY 1977. 1976 ACTIVITIES - AUGUST 1976
USTC WORKSHOP/MARKETING SEMINAR, OIM-ORGANIZED TRADE
MISSION OCTOBER 1975, FEBRUARY 1976 FIVE-COMPANY BSP,
MAY 1976 OFF-SITE EXHIBITION PAK-PRINT 76, SYDNEY.
SIX USTC BSP'S, PROMOTION OF AUSTRALIAN PARTICIPATION
IN US EXHIBITS, ACTIVE TRADE OPPORTUNITY AND TRADE
CALL PROGRAM. RESOURCES - TRADE CENTER 190 MAN-DAYS,
POSTS 45 MAN-DAYS. POST BUDGETS - TRAVEL \$500,
REPRESENTATION \$400, OTHER \$200.

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3. AGRICULTURAL MACHINERY CAMPAIGN - DIRECTOR BROWN,

.3)?974.3. OBJECTIVE - INCREASE US EXPORTS BY \$3 MILLION AND US MARKET SHARE FROM 28 TO 30 PCT. 1976 ACTIVITIES - COMMERCE-ORGANIZED CATALOG SHOW TRAVELLING TO SEVERAL CITIES. 2 BSP'S AT USTC. SEPT. 1975 AGRICULTURAL EQUIPMENT IOGA. PROJECT FOR DISTRIBUTING FILMS ON ADVANCED US EQUIPMENT TO KEY AGRICULTURAL GROUPS IN AUSTRALIA. NATIONWIDE PROGRAM OF TRADE CALLS AND TRADE OPPORTUNITIES. RESOURCES - POSTS 90 MAN-DAYS, USTC 20 MAN-DAYS. POSTS - TRAVEL \$1500, REPRESENTATION \$250, OTHER \$175.

4. METALWORKING AND FINISHING MACHINERY AND EQUIPMENT - DIRECTOR GOODSELL, USTC. OBJECTIVE - INCREASE US MARKET SHARE FROM 20 PCT TO 25 PCT BY 1977, AND INCREASE OF APPROXIMATELY \$4 MILLION. MAJOR ACTIVITIES - JULY 1975 USTC EXHIBIT WITH TECHNICAL SESSIONS, SEPTEMBER 1975 REVERSE TRADE MISSION TO INTERNATIONAL MACHINE TOOLS SHOW, NOVEMBER 1975 USTC MARKETING SEMINAR, MARCH 1976 OIM-RECRUITED 6 TO 8 COMPANY USTC JEEP, SYDNEY. 4 USTC-ORGANIZED BSP'S#. .8 89, GKWIDE TRADE OPPORTUNITY AND TRADE CALLS PROGRAM. RESOURCES REQUIRED - POSTS 55 MAN-DAYS, TRADE CENTER 200 MAN-DAYS. POSTS - TRAVEL \$550, REPRESENTATION \$400, OTHER \$300.

5. BIMCAMEDICAL EQUIPMENT CAMPAIGN - DIRECTOR HANSEN, MELBOURNE. OBJECTIVE - INCREASE US MARKET SHARE FROM 28 PCT TO 34 PCT, INCREASING US EXPORTS BY APPROXIMATELY \$2 MILLION. MAJOR 1976 ACTIVITIES - OCTOBER 1975 USTC MEDICAL EQUIPMENT EXHIBITION WITH SYDNEY AND MELBOURNE SEMINARS, REVISION OF BIO-MEDICAL MARKET RESEARCH REPORT FOR DOMESTIC USE BY COMMERCE, 2 USTC BSP'S, MISSION-WIDE TRADE OPPORTUNITY AND TRADE CALL PROGRAM, POSSIBLE RTM'S TO MAJOR US EXHIBITS, IOGA TRADE MISSION TO BE REQUESTED FOR THIRD QUARTER FY 76, CAMPAIGN DIRECTOR PROJECT TO ASSEMBLE FILMS FOR DISTRIBUTION TO MAJOR AUSTRALIAN HOSPITAL GROUPS. RESOURCES REQUIRED - POSTS 95 MAN-DAYS, USTC 50 MAN-DAYS. POSTS - TRAVEL \$1,000, REPRESENTATION \$250, OTHER \$15.

6. TRAVEL USA CAMPAIGN - DIRECTOR MONTGOMERY, CANBERRA. OBJECTIVE - INCREASE AUSTRALIAN TOURIST VISITORS TO USA BY ESTIMATED 30 PCT. OR 25,000 VISITORS. MAJOR UNCLASSIFIED

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ACTIVITIES - 8 TRAVEL SEMINARS FOR MAJOR TRAVEL INDUSTRY REPRESENTATIVES IN 5 CAPITAL CITIES, ARRANGE 6 FAMILIARIZATION TOUR CAB WAIVERS FOR SELECTED AUSTRALIAN TRAVEL INDUSTRY AND TRAVEL WRITER REPRESENTATIVES, PROGRAM FOR USA TRAVEL STORIES FOR LOCAL PRESS, PROGRAM OF TRADE CALLS IN CAPITAL CITIES. RESOURCES REQUIRED - POSTS 130 MAN-DAYS, USTC 5 MAN-DAYS, TRAVEL \$600, REPRESENTATION \$350, OTHER \$250

7. INDUSTRIAL AND SCIENTIFIC INSTRUMENTS CAMPAIGN -
DIRECTOR MARSHALL, SYDNEY. OBJECTIVE - INCREASE US
EXPORTS BY \$5 MILLION AND US MARKET SHARE FROM 50 PCT
TO 55 PCT. MAJOR 1976 ACTIVITIES - USTC MARKETING SEMINAR
FEBRUARY 1976 TO FOLLOW-UP FEBRUARY 1975 MAJOR EXHIBIT,
5 BSP'S AT USTC, 5 AUSTRALIAN BUYER GROUPS TO MAJOR US
EXHIBITS AND FACTORIES, NATIONWIDE TRADE OPPORTUNITY
AND TRADE CALL PROGRAM. RESOURCES REQUIRED - POSTS 45
MAN-DAYS, USTC 35 MAN-DAYS. POSTS - TRAVEL \$750, REPRESENTATION
\$500, OTHER \$500.

8. INPUT/OUTPUT RECAP - TRADE INCREASE GOAL \$25 MILLION
ANNUAL RATE. MAN-DAYS TOTAL 960. BUDGET \$8625 TOTAL
POST NON-PERSONNEL COSTS, PLUS TRADE CENTER NON-PERSONNEL
COSTS ALLOCABLE TO SIX CAMPAIGNS.

9. NOTES RE USIS SUPPORT REQUIRED THESE CAMPAIGNS BEING
PASSED TO EMBASSY PUBLIC AFFAIRS COUNSELOR FOR USE IN HIS
RESPONSE TO USIA CIRCULAR 26445. GREEN

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